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ABSTRACT

Fund raising should be considered a major part of the business of every voluntary organization, even if the organization has relatively small fund raising goals. Voluntary agencies concerned with children should keep in mind the following: (1) public fund raising campaigns can provide a substantial proportion of the funding requirements of many organizations, (2) the voluntary health agencies themselves are a source of funds, and (3) influencing federal, state and local government programs as sources of funds for kids is extremely important. At the March of Dimes fund raising is a big business: the organization raises over $62 million a year through its public campaign. The March of Dimes' objective in the next few years will be to seek a greater number of larger gifts plus expanded support from corporations. The area of corporate giving has not really been tapped. Mail campaigns are a growing source of funds, but a massive campaign is not necessary for success. Public campaigns can also provide a fair proportion of the funding requirements of many organizations. For effective advocacy campaigns at the national level, it is necessary to establish contacts among the constituents of every Congressional Representative and Senator. The March of Dimes not only seeks funding but also has been providing research grants to others since its beginning in 1938. It funds innovative research and gives grants to provider institutions to establish new services or facilities. (Author/RH)

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FINDING FUNDS FOR KIDS

Clyde E. Shorey, Jr.

I am particularly pleased to participate in this Conference because the March of Dimes Birth Defects Foundation is always looking for new ways to find funds for kids. I am still not quite used to saying our new name but we feel it better identifies our goal of preventing birth defects and improving the outcome of pregnancy.

For my part on the panel I would like to consider how the voluntary sector views fund raising opportunities for the 80's, at least from our perspective. In doing so, there are three principal points that I would like to make:

1. Public fund raising campaigns can provide a fair proportion of the funding requirements of many organizations.

2. The voluntary health agencies themselves are a source of funds.

3. Influencing federal, state and local government programs as a source of funds for kids is extremely important.

Actually, the March of Dimes stands on both sides of the fund raising fence. A major part of our activities is seeking funds on a very large scale. At the same time since we do not operate our own research facilities nor directly provide services, we are a source of funds for these purposes through the grant process.

Fund raising is a business and at the March of Dimes it is a big business since we raise over $62 million a year through our public campaign. However, I believe that every organization should consider it a major part of its business and not a sideline even if it is has relatively small fund raising goals.

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We, and the other voluntary health agencies, raise most of our funds through our public campaigns. I believe that this will continue to be the pattern for the 80's with most agencies receiving no or relative small amounts of federal funds.

For the most part our public campaigns have been limited to small gifts from a very large part of the general public. However, in order to maintain and hopefully expand our level of annual receipts, our objective in the next few years will be to seek a greater number of larger gifts plus expanded support from corporations. Part of this effort will be directed at encouraging bequests and other types of planned giving which include the use of insurance, annuities, and other similar devices.

The area of corporate giving has not really been tapped. Mr. Detzel's company has been one of the leaders in this field. It just happened that the example I would like to cite about a new type of corporate campaign involves one of his competitors - Kentucky Fried Chicken. In this campaign Kentucky Fried Chicken agreed to donate 50¢ to the March of Dimes for every bucket of chicken purchased from their stores over the 4th of July weekend. This is a great promotional event for Kentucky Fried Chicken with Colonel Saunders touring throughout the country in full support. It was a big success from our point of view as it resulted in over $850,000 for us plus a lot of publicity. Kentucky Fried Chicken was delighted with the campaign and are all set to do it again this year.

I also would like to call your attention to mail campaigns which are growing as a source of funds. In our 1979 campaign 45% of our funds were raised through mail solicitation of individuals and business. By

far, the largest amount comes from previous givers - now amounting to a list of over 5 million names. From this list we receive approximately a 70% return each year. In order to keep the list growing we also send our prospecting or mass mailings and all this is done through computers.

But it isn't necessary to have such a massive campaign to be successful. I suspect that many of you have some kind of mail campaign already. I would urge you to review it to determine how you can increase your previous givers list. This is the secret to success because of the very high rate of return each year. Also, a mail campaign has the great advantage that it doesn't have to be localized. You can reach your supporters throughout the entire country.

With government and foundation funding always uncertain - those grants and contracts always expire far too soon - it is extremely important to have available a regular source of money each year. I suggest that public campaigns can provide a fair proportion of the funding requirements of many organizations. Based on the voluntary health agency experience these funds are consistently available and properly nurtured will grow each year.

As I mentioned earlier, the March of Dimes does not carry on its own research or act as a medical service provider. In these areas and also when education projects come to our attention that we cannot carry out ourselves, we make grnats to other organizations.

In the area of research we have been making grants since our start in 1938. Back in the polio days there were almost no government funds available for research. As a result the March of Dimes was the sole

source of grant funds for the development of both the Salk and Sabin polio vaccines.

All that has radically changed and now the government spends many times the amount we do in the same area of research. In order to make our research dollars most meaningful we are generally prepared to take more risks than the government in new areas of research and to fund new researchers, - in other words to be innovative and lead the way. There is no point in merely picking up the pieces left over from government funding. Therefore, for those who are involved in scientific or social and behavioral research related to the prevention of birth defects we make grants of approximately $11 million a year. Other voluntary health agencies have similar research programs and are a source of funds for grants in their own areas of concern.

Back in the polio days the March of Dimes paid the medical costs of most of the polio patients. Again, all this has changed. With approximately 250,000 babies born with birth defects each year, the payment of medical bills by us is no longer possible. Furthermore, public and private resources for patient assistance are more widely available than in the days of epidemic polio. We, therefore, make grants primarily to provider institutions to establish new services or facilities such as prenatal care clinics and neonatal intensive care centers or funding the cost of a nutritionist or a nurse midwife. Until 1978 when federal funding became available, we were the sole source for funding genetic counseling and treatment centers and helped start over 100 of these centers throughout the country. We are still

making grants to more than 80 centers and continue to assist in the establishment of new facilities where the need is clearly demonstrated.

Again, it is the objective of our medical service grants to be as innovative as possible. We seek to make changes in the maternal and newborn care delivery system in order to improve the outcome of pregnancy for all women. With this in mind, we make seed money grants for a maximum of five years. Last year these grants totaled almost $6 million.

While the types of grants available are restricted by our program objectives, the voluntary health agencies are a source of funds for kids particularly for innovative types of research and health care projects.

One of the other goals of the conference is to increase our skills at the political level and become a more effective advocate for our programs. Since this is my direct responsibility at the March of Dimes, I would like to discuss with you briefly some of the things that seem to work successfully.

I believe that one of the first things to consider is how your organization can work as an advocate with others having similar goals. I am convinced there is a great advantage in working together with others because not only can you become much more knowledgeable about the issues, but you have substantially more strength through numbers and coordinated action.

An example is an ad hoc coalition of organizations concerned about problems of adolescent pregnancy. This group had a substantial influence

on the legislation that finally passed, on the regulations issued by HEW and on the appropriations adopted by Congress. This program now provides $17.5 million in 1980 for community projects that provide core services to address these problems. Approximately 50 grants will be made this year. This is a direct example of how advocacy provided more funds for kids.

When considering how to organize your own advocacy efforts this depends in large measure on the structure of your own organization. If it is national in scope with a membership or volunteers located in all parts of the country, the most effective system is to establish your own constituent contacts for every Congressman and Senator. This takes a lot of organizational work, but it is worth it. Congressmen are primarily influenced by their constituents. Some won't talk to outsiders and many won't look at mail from non-constituents.

The importance of establishing these contacts is demonstrated by the appropriation for genetic services last year. As I indicated earlier the March of Dimes has been the principal source of funding for these services throughout the country until the federal program began in 1978. Congress appropriated $4 million for that year and this same amount was continued in 1979. Before the appropriation hearings for 1980 funding, our Chapter volunteers and staff in Seattle, Washington called on Senator Magnuson, Chairman of the Senate Appropriations Committee and of the Labor/HEW Subcommittee and explained the importance of the program. They told him that because of the small amount of funding, only 21 states were able to receive grants. When the Senate mark-up took place, it was Senator Magnuson who proposed that this

program be doubled and this figure was ultimately agreed to by the House. Senator Magnuson was obviously not the only contact we made, but it would appear to have been particularly important.

Of primary importance is the need to get more organizations actively lobbying for kids. We need many more voices on the Hill letting Congress know that kids really are the future and they deserve our best efforts. Preventive health care, for instance, is most meaningful for the fetus, the newborn and the child because it is the foundation for a lifetime. We know many things that need to be done for kids and government is one of the partners in getting them done. We need to make this a number one priority for Congressional action and it will take all of us to do the job.

The March of Dimes works hard at raising funds for kids. I hope that our experience in fund raising can be helpful and possibly we can be a source of funding when our interests coincide. I know that it is important for us to work together as advocates to provide funds for kids - the important thing is for all of us to get at it.